REMARKS

The present application and the cited Knepper work in very different ways. Knepper sets up a situation which is much more easily implemented, although it is far less dynamic in its application. In Knepper, distinct media files are provided as are distinct advertisement files. The option that the user has is to insert the advertisement files for play between distinct media files. Thus, there is never any need to interrupt the play of any particular media file because Knepper is able to simply play the advertisement at the end of a distinct media file.

As amended, the claim calls for the interruption of the play of the content to play the advertisement, followed by the resumption of the play of that content. This never happens in Knepper. A media file is played to completion and then, based on the instruction, an advertisement may be played, and then another media file may be played to completion. But no media file's play is ever interrupted.
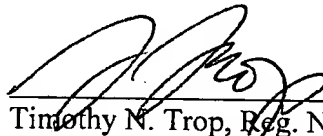
Therefore reconsideration of the rejection of claim 27 is respectfully requested, since claim 27 has been amended to call for interrupting the play of the content.

Therefore reconsideration is respectfully requested.

Respectfully submitted,

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Timothy N. Trop, Reg. No. 28,994
TROP, PRUNER & HU, P.C.
1616 S. Voss Road, Suite 750
Houston, TX 77057
713/468-8880 [Phone]
713/468-8883 [Fax]

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